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58th Year 1989

CABLE'S BUSY WEEK

Broadcasting Aug 21

Vol. 117 No. 8

Cable's busy week...

Among many announcements affecting cable industry last week: HBC fixes control of Movietime; Turner Broadcaasting System Senior Vice President Robert Wussler resigns to head Comsat Video Enterprises; Lifetime announces it will present 15 world premiere movies beginning next spring. PAGE 27.

Book on Barrett...

New FCC Commissioner Andrew Barrett is veteran of regulatory give and take and Chicago politics, experience that should arm him for Washington. PAGE 32.

Andrew Barrett

On condition...

TVX Broadcast Group says renewal of its national sales representation contract with Seltel is conditioned upon Chase Enterprises' purchase of rep firm. PAGE 30.

29/ **NEW VENTURES**
Group W creates Group W Sports Marketing to sell national ads on regional sports networks. Company also joins NBC in announcing hour-long live show as first program to be developed under Group W-NBC joint programing effort.

30/ **OWN REP**
Independent WXON-TV Detroit drops its national sales representative to begin representing itself in national spot market.

31/ **TOON TIME**
Walt Disney Studios gives go-ahead to pair of two-hour children's programing blocks that include wraparounds taped at Disneyland and its KHJ-TV Los Angeles.

34/ **ADVOCATE LOST**
Friends and colleagues mourn death of Telecommunications Subcommittee member Mickey Leland, staunch advocate for disenfranchised.

35/ **SUMMER LOW**
ABC, CBS and NBC suffer all-time low combined share of total TV households during last half of July and first week of August, as cable and independents share credit for making inroads.

38/ **SOUND QUALITY**
This third installment in BROADCASTING's continuing series on AM radio examines AM's fidelity factor.

42/ **CENTEL SALE**
Buyers of Centel Cable Television Co. assets are paying healthy multiples as they bet on room for improvement in operating cash flow.

45/ **FIBER USES**
Cable Labs seminar in Boulder, Colo., tracks latest development in fiber optics.

46/ **VOICE FROM WISCONSIN**
Wisconsin Broadcasters Association says cable systems should be required to carry all local full power broadcast stations on first 12 channels.

47/ **CTAM GATHERING**
Group broadcaster George Gillett and Quantum CEO Robert Pittman are among speakers at Cable Television Administration and Marketing Society convention Aug. 20-23 in Chicago.

48/ **'THE OZ EFFECT'**
Former news correspondent calls for reestablishment of National News Council to help stop degradation of news standards, especially during political campaigns.

36/ **HAVE JUDGE, WILL TRAVEL**
Warner Bros.' *People's Court* moves to WPIX(TV) New York; plans to take show on road to number of major cities.

Segment from new 'People's Court' opening

50/ **EUROPEAN TV TALLY**
Pan-European Television Audience Research survey says time spent watching and number of viewers of satellite TV in Europe is on rise.

71/ **CHAPTER TWO**
No sooner had Howard Monderer retired as NBC's chief Washington lawyer after 37 years than he became independent law consultant with NBC as his only client. It is relationship he intends to maintain.

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to use four western slots to offer regional TV or, alternatively, regional data, voice or other services. Action asked for comments on, in words of outgoing FCC Chairman Dennis Patrick, how spectrum might "gravitate toward the best use for the public."

Complex compromise package of grants allotted 11 channels at each slot to Continental Satellite Corp., EchoStar Satellite Corp., Directsat Corp. and Direct Broadcast Satellite Corp.; eight channels at each slot to previous permittees United States Satellite Broadcasting Co. and Dominion Video Satellite, and 27 channels at each to permittees Hughes Communications Inc. and Advanced Communications Corp., both of which had previously been assigned 32 channels. FCC deferred action, pending further inquiry, on petition to deny on antitrust grounds application of Tele-Communications Inc.-owned Tempo Enterprises.

Comments on paired slot proposal last January were mixed, with most accepting channel limitation but some arguing that FCC must allow 32-channel service from single slot to make any DBS service competitive with cable and broadcast TV. Others said consumers will be willing to buy steerable antennas to receive as many as 128 channels from multiple slots.

Permittees and applicants to launch "true" high-power (200 watt) DBS believe Ku-band birds 10 times more powerful than average C-band birds would mean direct-to-home television reception via downlinks one-tenth size of average C-band dishes. Smaller, more affordable dishes (one meter or smaller in diameter) would then theoretically lead to home satellite market several times size of current two million C-band consumer base. Large and small companies have failed since early 1980's, however, to get high-power Ku-band DBS off ground.

High-Definition TV

Richard Wiley, chairman of FCC's advisory committee on advanced television service (ATS), has announced that he will call meeting of transmission system proponents this fall to set testing schedule. Tests are expected to begin in April 1990 at Advanced Television Test Center (ATTC) facility. Current estimates are that about 12 systems from eight proponents will be tested over course of one year, with final system recommendation to be made to FCC in fall 1991.

Five companies have been chosen to receive portion of $30 million in grants Defense Advanced Research Projects Agency (DARPA) has set aside for research and development of new methods to display and process HDTV pictures. Pentagon hopes program will lead to mass production of low-cost, high-resolution screens for consumer and defense applications. DARPA is expected to soon announce more companies to receive grants. There is also proposal before Congress to allocate additional $50 million to DARPA for HDTV project.

Mergers and Acquisitions

■ Time Inc. changed its name to Time Warner Inc. upon acquiring 100 million shares of Warner Communications in its $70-per-share tender offer. Time Warner owns 59.3% of Warner on way to absorbing whole company. Close of Time's tender came on July 24, only hours after Delaware Supreme Court upheld lower court ruling refusing request of Paramount Communications to block merger of Time and Warner. Structure of Time Warner's deal to acquire balance of Warner it does not own has yet to be announced. In related litigation, Warner shareholder Chris-Craft Industries contends its approval is necessary for completion of Warner acquisition. Companies are also fighting over nature of distribution of stock of BHC, company-owned 57.5% by Chris-Craft and 42.5% by Warner.

Centel Cable Television Co. reached agreements in March to sell its 575,000-subscriber cable systems for more than $1.4 billion. Systems covering five states were split into six pieces and sold to American Television & Communications, C-TEC Corp., Jones Intercable, Warner Cable, Adelphia Communications and Simmons Communications. Centel Corp., 82.4% shareholder of Centel Cable, said it expected after-tax gain of $440 million on sale; minority shareholders in Centel Cable will receive $45.625 per share. Centel expects to close most sales by end of August, following shareholder meeting Aug. 23.

Jack Kent Cooke reached definitive agreements in mid-July to sell his 660,000-subscriber cable operations to a consortium of six buyers. Buying group is nearly same one that signed letter of intent in January to buy systems from Cooke. Between January agreement and July deals, Cooke broke off negotiations, dropped investment banker Drexel Burnham Lambert in favor of Lazard Freres & Co., and put systems up for sale again in hopes of better offers. Sale price said to be $1.58 billion, including value of minority tax certificate, less than 10% higher than January price. Buyers, assembled by San Francisco-based InterMedia Partners working with broker Daniels & Associates, comprise partnership formed by InterMedia and Frank Washington; Tele-Communications Inc.; TCA Cable TV; group associated with Adelphia Communications Corp.; Falcon Cable TV, and Chambers Communications. InterMedia announced agreement in principle in early August to sell Tennessee systems it is acquiring to E.W. Scripps Co.

QVC Network will acquire rival cable home shopping service CVN Companies according to definitive agreement announced July 10. Deal, in which CVN shareholders would receive $19 cash plus one-eighth of one share of QVC for each of their shares, values CVN at more than $440 million. Merger requires shareholder approvals; transaction is expected to close in September.

BY THE NUMBERS

Summary of broadcasting and cable

BROADCASTING

SERVICE	ON AIR	CPs*	TOTAL*
Commercial AM	4,957	261	5,218
Commercial FM	4,210	753	4,963
Educational FM	1,398	252	1,650
[illegible]	[illegible]	[illegible]	[illegible]
FM translators	1,769	318	2,087
Commercial VHF TV	547	23	570
Commercial UHF TV	527	213	740
Educational VHF TV	122	5	127
Educational UHF TV	218	26	244
[illegible]	[illegible]	[illegible]	[illegible]
VHF LPTV	300	205	505
UHF LPTV	324	1,5[illegible]	1,832
[illegible]	[illegible]	[illegible]	[illegible]
VHF translators	2,722	121	2,843
UHF translators	2,133	443	2,576

CABLE†

Total subscribers	50,897,000
Homes passed	73,900,000
Total systems	8,000
Household penetration†	56.4%
Pay cable penetration	29.4%

* Includes all authorizations. † Penetration percentages are of TV household universe of 90.4 million. * Construction permit. * Instructional TV fixed service. * Studio-transmitter link.

Errata

In story concerning off-network sitcoms on cable (Aug. 7, 1989) **Steve Leblang,** vice president, Fox Television Stations, was misquoted as saying local stations renewing shows after their appearance on cable would probably renew at "substantially higher prices." Leblang **said shows were likely to be renewed at significantly *lower* prices.**

McFarland referred to in Aug. 14 article on Arbitron's MediaWatch (page 65) is **Doug McFarland**, Arbitron vice president, television station sales.

Raycom Sports' broadcast rights deals for Atlantic Coast, Big Eight, Southwest, Big Ten and Pac-10 conference **college basketball** each extends through at least next five seasons. **None will be up for renegotiation next year,** as reported Aug. 14.

Aug. 14 "Closed Circuit" rundown on departing FCC officials misreported ambitions of General Counsel **Diane Killory.** She **may go to work for business, but not necessarily as lawyer.** Also, she anticipates remaining at FCC for "several months."

formation: (212) 768-7050.

Sept. 13—*USA Network* affiliate marketing seminar. Embassy Suites Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 13-16—*Radio-Television News Directors Association* 44th annual international conference and exhibition. Speakers include Ted Turner, Turner Broadcasting System; keynoter Andrea Mitchell, NBC News, and George Will, syndicated columnist. Kansas City Convention Center, Kansas City, Mo. Information: (202) 659-6510.

Sept. 14—Seventh annual Everett C. Parker Ethics in Telecommunications lecture, co-sponsored by *Office of Communication of United Church of Christ* and *National Council of Churches, Communication Commission*. Speaker: Tony Schwartz, Interchurch Center, New York. Information: (212) 683-5656.

Sept. 14—*USA Network* local ad sales seminar. Embassy Suites Denver Tech Center, Denver. Information: (212) 408-9100.

Sept. 14—*Cabletelevision Advertising Bureau* local sales workshop. Holiday Inn-Eastgate, Cincinnati. Information: (513) 752-4400.

Sept. 14—*MTV Networks'* local advertising sales workshop. Marriott Harbor Beach, Fort Lauderdale, Fla.

Sept. 15—Deadline for entries in International Film and Video Festival sponsored by *Women in the Director's Chair*. Information: (312) 281-4988.

Sept. 16—*Academy of Television Arts and Sciences* presentation of nontelevised portion of 41st annual prime time Emmy Awards, primarily for creative arts categories. Pasadena exhibition hall, Pasadena, Calif. Information: (818) 763-2975.

Sept. 16—*North Jersey Press Club* meeting. Fairleigh Dickinson University, Teaneck, N.J. Information: (201) 322-8343.

Sept. 16-19—Second International Teleproduction Society annual forum. Century Plaza, Los Angeles. Information: (212) 629-3266.

Sept. 17—41st annual prime time Emmy awards telecast (on Fox television stations), sponsored by *Academy of Television Arts and Sciences*. Pasadena Civic Auditorium, Pasadena, Calif. Information: (818) 763-2975.

■ **Sept. 17-19**—*National Association of State Radio Networks* fall board meeting and general membership "fly-in." Information: (404) 255-7861.

Sept. 17-19—*Kentucky Cable TV Association* annual fall convention. Marriott Resort, Lexington, Ky. Information: (502) 864-5352.

Sept. 17-22—*American Advertising Federation* second annual advanced advertising management seminar. Northwestern University's James Allen Center, Evanston, Ill.

Sept. 18-20—*Association of National Advertisers* creative advertising, media strategy and promotion strategy seminar. Stouffer Westchester hotel, White Plains, N.Y.

Sept. 19—*Cabletelevision Advertising Bureau* local sales workshop. Dallas Parkway Hilton, Dallas. Information: (513) 752-4400.

Sept. 19-20—*Washington Journalism Center* conference for journalists: "Politics 1990: New Issues, Shifting Strategies, Changing Coalitions." Watergate hotel, Washington. Information: (202) 337-3603.

Sept. 20-22—Great Lakes Cable Expo, sponsored by *Illinois, Indiana, Michigan and Ohio cable television associations*. Columbus, Ohio. Information: Dixie Russell, (614) 272-0860.

Sept. 21—*Cabletelevision Advertising Bureau* local sales workshop. Los Angeles Airport Marriott, Los Angeles. Information: (513) 752-4400.

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Syndication Marketplace

Courtroom strip *The Judge* has been cleared by 102 television stations, representing 73.4% of U.S., distributor **Genesis Entertainment** announced. First-run drama has firm production commitment for its fourth syndicated season and has been purchased in 20 of top 25 markets. New market clearances on major independent stations are WNYW-TV New York, WXON-TV Detroit, KTSW-TV Seattle, KPHO-TV Phoenix, WSVN-TV Miami and KETV-TV San Diego. New network affiliate signings include KXAS-TV Dallas, KPRC-TV Houston, WSB-TV Atlanta, KTVI-TV St. Louis, WJZ-TV Baltimore, WDSU-TV New Orleans and KTVX-TV Salt Lake City.

Genesis Entertainment is division of Gannaway Enterprises Inc., which syndicates *Highway to Heaven*, *The Great Escape* and *The Byron Allen Show*.

□

Republic Pictures Domestic Television's feature film package, Republic Premiere One, featuring 12 made-for-TV movies such as *Indiscreet* (starring Robert Wagner and Leslie Anne-Down), *Mistress* (featuring Victoria Principal) and *Promised A Miracle* (with Rosanna Arquette and Judge Reinhold), has been picked up by five additional stations, increasing its clearance to over 25 stations representing 54% coverage. Package is offered to stations with an initial barter window of two runs over four weeks, and stations can receive "cash back-end" license term of three runs over three years. Individual titles will be available between 1990 and 1995.

Republic also announced that Color Movies II, eight-film package of colorized features, has been picked up in five additional markets, raising U.S. coverage to 26%. Tinted classics include John Wayne in "Fighting Seabees," Jimmy Stewart in "It's A Wonderful Life," Ava Gardner in "One Touch of Venus" and Kirk Douglas in "Champion." Color Movies II is available for two airings per station in five-week windows, and is being sold on barter basis (11½ minutes national, 12 minutes local).

ITC Domestic Television secured clearances for its new feature film package Volume VIII on WGN-TV Chicago, WSBK-TV Boston and WJLA-TV Washington, bringing its clearance record to 24 of nation's top 25 markets. Included in package is "The Big Easy," "Volunteers," "Target," "Rent-A-Cop" and "The Flamingo Kid." Volume VIII consists of 18 titles, and is being offered on cash-plus-barter basis (12 minutes national, 12 local) beginning in November 1989. After initial two barter runs, entire package will be sold for cash. ITC is offering titles for eight runs over six-year period including two previous runs.

□

Fox/Lorber, which syndicates *Micheloh Presents Night Music*, said program has been cleared in 69 markets (over 70% of country) for 1989-90 season, its second season on air. New stations in top 10 markets include KDAF-TV Dallas and WTFX-TV Philadelphia.

□

King World said Jack Anderson will join *Inside Edition* as investigative correspondent. Company also said Ralph Nader will also return to show in its second season as occasional commentator. Both developments were announced two weeks after arrival of Av Westin to KWP, as senior vice president in charge of reality programing (BROADCASTING, July 31).

□

Catalina Production Group Ltd., headed by actor-producer Gregory Harrison and producer-manager Franklin R. Levy, has entered into agreement with Lorimar Television to develop all forms of television series programing. First project of association will be co-venture between Lorimar Television and MGM Television to develop series for CBS, in which Harrison will star and serve, along with Levy, as executive producer.

NBC wins prime time, CBS takes news

NBC's 20.6/10.9 rating/share took week 47, with ABC recording a 9.8/18.4 for second place and CBS a 9.1/17.1 for third. In the evening news race, CBS was first with 9.0/20, followed by ABC with an 8.7/19 and NBC with 8.3/19.

Nielsen		Net		Show
1	18.7/33	A		Roseanne
2	17.8/33	N		Cheers
3	15.6/29	A		Wonder Years
4	15.5/28	N		Dear John
5	15.3/30	N		A Different World
6	14.5/25	A		Coach
7	14.5/30	N		Golden Girls
8	14.4/30	N		Cosby Show
9	14.0/28	A		Who's the Boss
10	13.9/28	N		Empty Nest
11	13.8/27	A		20/20
12	13.4/29	C		60 Minutes
13	13.1/27	A		Mr. Belvedere
14	13.0/25	N		Special: Fatal Addictions
15	13.0/24	N		Night Court
16	12.9/25	A		Just the Ten of Us
17	12.9/25	N		L.A. Law
18	12.7/21	C		Designing Women
19	12.6/27	A		Full House
20	12.6/22	C		CBS Sunday Movie
21	12.5/25	A		Perfect Strangers
22	12.5/21	C		Newhart
23	12.4/25	N		227 special
24	12.4/22	N		Hogan Family
25	12.1/23	N		Unsolved Mysteries
26	12.0/20	A		ABC Monday Night Movie
27	11.9/22	N		ALF
28	11.8/20	C		Murphy Brown
29	11.7/21	C		Jake and the Fat Man
30	11.6/22	C		Matlock
31	11.4/21	N		Midnight Caller
32	11.4/19	N		NBC Monday Night Movie
33	11.3/20	N		In the Heat of the Night
34	11.2/22	A		Growing Pains
35	10.9/21	A		Head of the Class
36	10.6/19	A		MacGyver
37	10.6/18	F		Married...with Children
38	10.4/22	N		Oh, Henry
39	10.0/18	F		Totally Hidden Video
40	9.9/16	A		ABC Sunday Night Movie
41	9.9/18	C		Married to the Mob
42	9.7/19	C		48 Hours
43	9.5/16	A		Primetime Live
44	9.4/17	C		CBS Tuesday Movie
45	9.4/17	N		Knight and Daye
46	9.1/17	A		thirtysomething
47	9.0/19	N		13 East
48	9.0/17	F		America's Most Wanted
49	8.7/15	N		NBC Sunday Night Movie
50	8.3/15	C		Equalizer
51	8.2/15	A		Robert Guillaume Show
52	8.2/15	N		My Two Dads
53	8.1/15	A		China Beach
54	8.0/15	C		Kate & Allie
55	8.0/16	N		NBC Movie of the Week
56	7.9/15	C		Smothers Brothers
57	7.8/15	C		Family Ties
58	7.7/14	A		Mission: Impossible
59	7.7/14	A		Hooperman
60	7.6/14	C		Wiseguy
61	7.5/14	C		Best of Knots Landing
62	7.5/17	N		Amen
63	7.3/14	C		CBS Friday Movie
64	7.2/15	C		West 57th
65	7.2/15	N		Magical World of Disney
66	6.8/12	C		Ed Begley Jr. Show
67	6.6/13	C		CBS Summer Playhouse
68	6.4/11	F		Tracey Ullman
69	6.3/13	A		San Berdoo
70	6.2/14	C		Paradise
71	6.0/12	C		Tour of Duty
72	5.5/12	C		Beauty and the Beast
73	5.5/12	F		Cops
74	5.4/11	F		21 Jump Street
75	5.2/10	A		A Man Called Hawk
76	5.0/10	A		ABC Saturday Night Movie
77	4.6/8	F		Garry Shandling's Show
78	4.4/9	A		Incredible Sunday
79	3.9/8	F		Reporters
80	3.6/7	F		Duet

Syndication Scorecard

(Week ending Aug. 6)

1.	11.8	Wheel of Fortune, syn.	229	98
2.	11.0	Jeopardy!	213	99
3.	9.0	Cosby Show	198	98
4.	8.9	Oprah Winfrey special	216	99
5.	8.4	Star Trek	228	97
6.	8.0	TV Net Movie	187	96
7.	7.3	Wheel of Fortune-wknd	209	92
8.	7.0	Current Affair	146	90
9.	6.8	Entertainment Tonight	170	94
10.	5.7	Donahue	228	98
11.	5.4	Geraldo	201	99
12.	5.4	Wake of the Red Witch	153	95
13.	5.3	People's Court	186	92
14.	5.1	Mama's Family-syn	192	92
15.	5.1	Nat. Geo on Assignment	131	92
	9.9	World Wrestling Fed.	248	97

* Nielsen syndicated weekly pocketpiece

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